

# pmi<sup>24</sup> MANUFACTURING SUCCESS

PLUMBING MANUFACTURERS INTERNATIONAL CONFERENCE

NOVEMBER 4-7, 2024

# ATLANTA

# 70 YEARS

*Safe, responsible  
plumbing. Always.*



# PMI24 CONFERENCE SCHEDULE

## Monday, Nov. 4

- 8:30am-4:30pm PMI Inspiring Leaders Program: Strategic Doing: Ten Skills for Agile Leadership at the Carter Center, led by **Dr. Scott Hutcheson**, senior lecturer at Purdue University. Arrive early and cultivate your creative, leadership and team-building skills! (Separate registration)
- noon-4pm PMI Board of Directors meeting (Invitation only)
- 3pm-4pm PMI committee chairs and board meeting (Invitation only)
- 3pm-5pm Meeting registration
- 5:30pm-7pm Welcome reception for all attendees

## Tuesday, Nov. 5

- 9am-10:15am Keynote address: Purpose. Performance. Impact. with **Justin Wren**, founder of Fight for the Forgotten
- 10:15am-10:40am Break
- 10:40am-11:20am Exploring Major Trends in Smart Water Management: The Role of AI and Opportunities in the Municipal Water Sector and Its Implication for the Plumbing Industry with **Mahesh Lunani**, founder and CEO, Aquasight
- 11:20am-noon What's New with WaterSense with **Jonah Schein**, national program manager for homes and buildings, U.S. Environmental Protection Agency's WaterSense® Program
- noon-1:15pm Lunch
- 1:15pm-1:45pm New PFAS Regulatory Update for Manufacturers with **Cally Edgren**, vice president, regulatory and sustainability, Assent
- 1:45pm-2:45pm PFAS Destruction Technologies Panel led by **Cally Edgren**, vice president, regulatory and sustainability, Assent; with **David Dunlap**, vice president of government relations, CleanEarth/Enviri; **Dr. Sarahann Rackl**, principal, Exponent; and **Lingke Zeng**, project director, Civil and Environmental Consultants
- 2:45pm-3:25pm The Latest on FCC's Consumer IoT Cybersecurity Labeling Program with **Brian E. Finch**, partner, Pillsbury Winthrop Shaw Pittman LLP
- 3:25pm-3:40pm Break
- 3:40pm-4:20pm Reinventing the Toilet: A Global Collaboration Turning an Infrastructure into an Appliance with **Kyle Azevedo**, branch head, mechanical applications, Georgia Tech Research Institute
- 4:20pm-5pm Urine Diversion: The Next Flush Challenge with **Mathew Lippincott**, regulatory consultant, University of Michigan
- 6pm-8pm Dinner at South City Kitchen

## Wednesday, Nov. 6

- 7:30am-8:30am PMI Women's Breakfast with **Dr. DeRetta Rhodes**, executive vice president and chief culture officer of the Atlanta Braves
- 9am-9:45am Advocacy and Government Affairs Update with **Jerry Desmond** and **Stephanie Salmon**, PMI's advocacy/government affairs consultants, moderated by PMI Advocacy/Government Affairs Committee Co-Chair **Troy Benavidez**, leader, international government relations, LIXIL
- 9:45am-10:30am Why It's a Great Time to be Working in Water: Embracing Challenges and Seizing Opportunities with **Katherine Zitsch**, water policy expert, Georgia Water Planning & Policy Center
- 10:30am-10:45am Break
- 10:45am-11:20am National Residential Water Use Research and Trends with **Peter Mayer**, principal engineer, Water DM and Flume Data Labs
- 11:20am-noon The 'New' World of Environmental Law: Chemical Exposures to Greenwashing with **Dr. Douglas Henderson**, partner, King & Spalding
- noon-1:15pm Lunch
- 1:15pm-2:15pm The Future is Net-Zero Water with **Shan Arora**, director, the Kendeda Building for Innovative Sustainable Design; **Joshua Gassman**, principal, sustainable design director, Lord Aeck Sargent; and **Mike Snider**, field foreman, Batchelor & Kimball
- 2:15pm-3:15pm PMI Market Outlook LIVE: Staying Ahead of the Curve in 2025-2026 with **Lauren Saidel-Baker**, economist and senior consulting speaker, ITR Economics
- 3:15pm-3:35pm Break
- 3:35pm-5pm 70th Annual Meeting of the Membership (Members and Invitation only)
- 6pm-8pm PMI 70th Celebration Reception and Dinner

## Thursday, Nov. 7

- 9am-9:40am Manufacturing Good: Redefining 'Quality' within the Living Product Challenge with **Mike Johnson**, senior director of materials, International Living Future Institute
- 9:40am-10:40am Recycling and Circularity: Excelling as a Leader in Sustainability with **Matt Flechter**, market development recycling specialist, Michigan Department of Environment, Great Lakes, and Energy
- 10:40am-11:20am Emerging Water Contaminants Impact on Premise Plumbing Systems with **Robert Bowcock**, water resources manager, Integrated Resource Management
- 11:20am-11:30am Closing remarks

# THANK YOU TO OUR PMI24 SPONSORS

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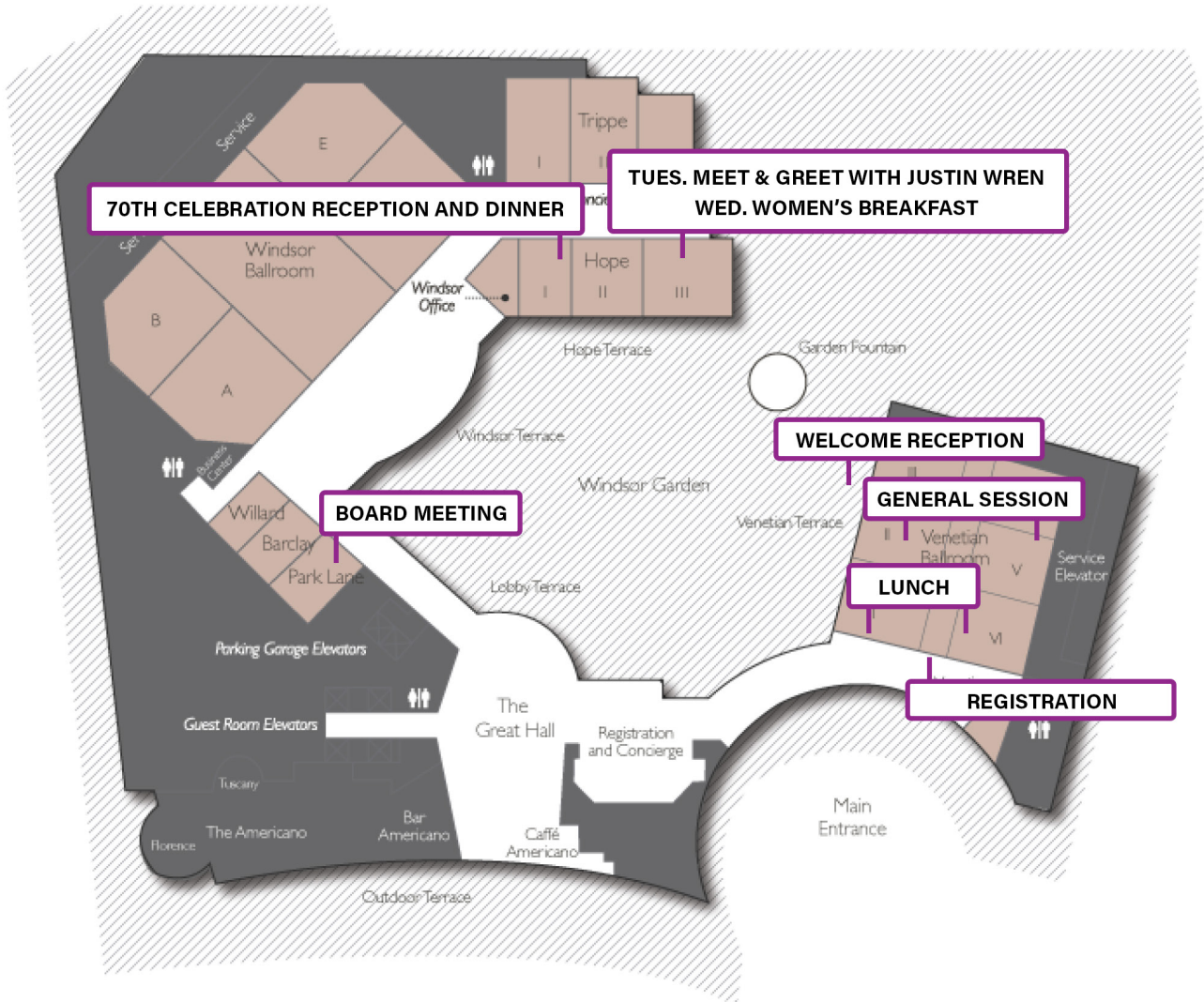
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# INTERCONTINENTAL HOTEL EVENT LOCATIONS



## **PMI Board of Directors**

Chip Way, Lavelle Industries  
President

Belinda Wise, Neoperl, Inc.  
Vice President

Bob Neff, Delta Faucet Company  
Secretary-Treasurer

Sal Gattone, LIXIL  
Immediate Past President

Lowell Lampen, Kohler Co.

Kate Olinger, Uponor, Inc.

Michael Reffner, Moen Incorporated

Paige Riddle, LSP Products Group LLC

## **Strategic Advisory Council**

Shawn Oldenhoff, Kohler Co.

William Strang, TOTO USA

Claude Theisen, T&S Brass and Bronze Works, Inc.

Jill Ehnes, Delta Faucet Company

Todd Teter, House of Rohl & WINN EMEAA

## **PMI Staff**

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# PMI MEMBER COMPANIES

## Manufacturing Members

BLANCO	LIXIL
BOCCHI USA	LSP Products Group LLC
Bradley Corporation	Marcone Plumbing
Brasscraft Manufacturing Company	Moen Incorporated
Delta Faucet Company	Neoperl, Inc.
Dornbracht Americas, Inc.	Pfister
Duravit USA, Inc.	Reliance Worldwide Corporation
Falcon Water Technologies, LLC	Sloan Valve Company
Fisher Manufacturing Company	Sprite Industries
Fluidmaster, Inc.	Symmons Industries, Inc.
Gerber Plumbing Fixtures LLC	T&S Brass and Bronze Works, Inc.
Hansgrohe, Inc.	TOTO USA
Haws Corporation	Uponor, Inc.
KEROX, Ltd.	Viega LLC
Kohler Co.	Water Pik, Inc.
LAUFEN Schweiz AG	WCM Industries, Inc.
Lavelle Industries, Inc.	Zurn Elkay Water Solutions

## Allied Members

CSA Group Testing & Certification Inc.  
IAPMO  
International Codes Council Evaluation Services (ICC-ES)  
NSF International  
UL Solutions



# ANTITRUST COMPLIANCE POLICY

It is and has been the policy of Plumbing Manufacturers International and its members to strictly comply with all laws applicable to Organization activities. Because our Organization's activities involve cooperative undertakings which conceivably could be viewed critically by antitrust enforcement agencies, it is important to emphasize the unswerving commitment of our members and PMI to full compliance with federal and state antitrust laws. This statement is being distributed as a confirmation and reminder of that long-standing commitment and as a general guide to those antitrust principles which have particular significance to our activities and meetings.

This statement is not a summary of the laws applicable to trade association activity. It is intended only to highlight and emphasize the principal antitrust standards which are relevant to PMI programs. The antitrust laws are stated in general terms, and it is frequently difficult to be certain how those laws may be applied. You are, therefore, encouraged to seek the guidance of Organization Legal Counsel and your own attorneys.

## Responsibility for Antitrust Compliance

PMI's structure has been fashioned and its programs are carried out in conformance with antitrust standards. Paramount responsibility for antitrust compliance which includes avoidance of even an appearance of improper activities is yours. Your corporate employer and this Organization depend on your good judgment to avoid all discussions and activities which involve improper subject matter or improper procedures. It is your responsibility to limit your discussions and activities to matters identified on the agenda. Our staff members work conscientiously to avoid subject matter or discussion which may have unintended implications, and counsel for the Organization provides guidance with regard to these matters. It is important for you to realize, however, that the competitive significance of particular conduct and communication probably is most readily evident to you, who are directly involved in the industry.

## Antitrust Guides

These guides deal specifically only with the federal antitrust laws which have most direct relevance to your Organization activities; but compliance with the federal laws will normally ensure compliance with state laws. The principal relevant statutes are the Sherman Act, which is enforced primarily by the Antitrust Division of the United States Department of Justice, and the Federal Trade Commission Act, which is enforced by the Bureau of Competition of the Federal Trade Commission. Penalties for violating the antitrust laws are severe. Corporations are subject to heavy fines and injunctive decrees which can have far-ranging impact on corporate activities, and may be liable for substantial damage judgments. Individuals are subject to criminal prosecution, and may be punished by fines and imprisonment. In general, the antitrust laws seek to preserve free and open competition in the United States and in commerce with foreign countries. Competitors may not restrain competition among themselves with reference to the price, the quality or the distribution of their products, and they may not agree or act together to restrict the competitive capabilities or opportunities of other competitors, their supplies, or their customers. In all trade associations you should heed the following guidelines:

## Prices

Prices, discounts or other terms of sale must never be discussed at PMI meetings.

## Other Competitive Information

Communication or exchange of confidential competitive information of other kinds may also be improper, and PMI imposes safeguards to prevent inappropriate disclosures. For example, when composite statistical information is compiled and published, the Organization reports are made for proper uses and purposes only, and represent an aggregation of historical data from its members; and individual member's data is not disclosed to other members or to those outside the Organization.



# ANTITRUST COMPLIANCE POLICY (CONTINUED)

## Meetings

PMI meetings are carefully structured and monitored. Agendas for all meetings are prepared, approved by legal counsel and circulated in advance. They are carefully followed at the meeting. A PMI staff member attends all PMI meetings and is responsible for preparing the minutes of each meeting. PMI legal counsel attends all Organization membership meetings, Board meetings and other Organization meetings at which sensitive issues are discussed and legal counsel reviews the minutes of all meetings. There are no informal meetings of the Organization or any of its committees. Discussion of legally sensitive matters must never occur outside of formal meetings, such as at social functions, events or otherwise.

## Membership and Participation

Membership in PMI is open to all companies who meet the requirements of the Organization's Bylaws. The Organization is constantly seeking to broaden its membership base to include all industry members. Organization meetings are open to all members. Organization publications are available to all members and to non-members for a reasonable charge. Wide membership participation is sought in all PMI programs.

## Public Statements

The Organization wishes to insure that its public statements such as those to federal and state

government officials made on behalf of the plumbing industry as well as its press releases and public communications are accurate and complete. To this end, it is important that each Organization member insure that member information and data reported to the Organization is accurate and complete. To the extent that the member assists in developing the PMI position, the member should insure that the reported statement complies with the Organization's policy for accuracy and completeness.

## Improper Appearances

Compliance with this policy involves not only the avoidance of antitrust violations, but the avoidance of any behavior which might be so construed. Communications or correspondence must never be conducted in a surreptitious manner or contain language which could be misunderstood. Copies of all Organization-related correspondence should be sent to an appropriate staff member. If any question arises about any PMI activity, you should consult your attorney, PMI staff or PMI Legal Counsel.

## Conclusion

The Organization will not knowingly be a party to conduct which restricts in any way a member's freedom to make independent decisions in matters that affect competition or otherwise. You have an important responsibility to make sure that our Organization's activities conform to this standard.

# PMI VISION, MISSION & HISTORY

## VISION

Safe, responsible plumbing. Always.

## MISSION

- To promote the water efficiency, health, safety, quality and environmental sustainability of plumbing products while maximizing consumer choice and value in a fair and open marketplace
- To provide a forum for the exchange of information and industry education
- To represent openly the members' interests and advocate for sound environmental and public health policies in the regulatory/legislative processes
- To strengthen the plumbing industry's growth and expansion

## HISTORY

Plumbing Manufacturers International (PMI) is the voluntary, not-for-profit association of plumbing product manufacturers. In 2011, PMI launched its current name and identity to reflect its international reach. PMI originally began as the Plumbing Brass Institute. The scope of the organization was expanded in 1975 and the name changed to the Plumbing Manufacturers Institute. In 1998, it was reorganized around focus issues, product groups and standing committees.

# DIVERSITY, EQUITY AND INCLUSION

## United in Our Journey

Diversity, Equity and Inclusion. They are powerful words to us. They are unyielding principles guiding our organization. We celebrate multiple approaches and points of view. We believe they drive innovation. So, we're creating a culture where difference is valued. We take a holistic approach. We are building our network of people, programs and tools all designed to help our member companies grow. For all of us, it means creating an environment for dialogue (listening, asking questions and respecting answers), having the courage to stand up and speak out and most importantly appreciating one another's fresh perspective and contributions.

## Pillars of Our Commitment

- Actively recruit and increase plumbing manufacturers diverse representation in PMI
- Accelerate engagement to drive change
- Invest to bring more value to our member companies

The PMI Board of Directors has adopted the following goals and tactics:

### **Goal 1: Actively recruit and increase plumbing manufacturers diverse representation in PMI**

Tactic 1.1: PMI Board shall assemble a DEI Subcommittee\*.

Tactic 1.2: Allocate an annual budget for activities to support diversity, equity, and inclusion in PMI.

Tactic 1.3: Annually review and report efforts to promote diversity, equity, and inclusion in PMI.

### **Goal 2: Accelerate engagement to drive change**

Tactic 2.1: Develop a data system to track PMI member and plumbing product manufacturers community diversity metrics.

Tactic 2.2: Set benchmarks and report on progress towards meeting benchmarks.

### **Goal 3: Invest to bring more value to our member companies.**

Tactic 3.1: Develop and execute a plan to recruit a diverse membership to PMI.

Tactic 3.2: Develop mentoring programs that foster diversity and inclusivity within the plumbing product manufacturers community.

Tactic 3.3: Coordinate annual seminars, workshops, or community-engagement activities on equity, diversity, and inclusion at the PMI Manufacturing Success Conference.

Tactic 3.4: Highlight contributions of a diverse membership to PMI and the plumbing product manufacturers community.

## \*Board DEI Sub-Committee

Plumbing Manufacturers International Board of Directors has established a Diversity, Equity and Inclusion (DEI) Subcommittee. The DEI Subcommittee will provide the PMI with ideas and advice to create a more diverse membership, encourage an inclusive community, and enhance member benefits for everyone. The DEI Subcommittee is co-chaired by the PMI Vice President and the Immediate Past President.

## INDEX OF INDUSTRY ACRONYMS

3TG – Tin, Tungsten, Tantalum, Gold (Dodd-Frank Act)

4MS – Four Member States (UK, France, Germany, Netherlands)

ABA – Architectural Barriers Act

AAC – ANSI Accreditation Committee

ACCA – Air Conditioning Contractors of America

ACIA – American Construction Inspectors Association

ADA – Americans with Disabilities Act

ADAAG – Americans with Disabilities Act Accessibility Guidelines

AEESP – Association of Environmental Engineering and Science Professors

AGA – American Gas Association

AHAM – Association of Home Appliance Manufacturers

AHMA – Association of Hardware Manufacturers Association

AIA – American Institute of Architects

ANSI – American National Standards Institute

ARCSA – American Rainwater Catchment System Association

ASA – American Supply Association

ASHRAE – American Society of Heating, Refrigeration and Air-Conditioning Engineers

ASME – American Society of Mechanical Engineers

ASPE – American Society of Plumbing Engineers

ASSE – American Society of Sanitary Engineering

ASTM International – Formerly American Society of Testing and Materials

ARI – Air Conditioning and Refrigeration Institute

AWE – Alliance for Water Efficiency

AWWA – American Water Works Association

BIM – Building Information Modeling

BMA – Bathroom Manufacturers Association

BMS – Building Management System

BOCA – Building Officials and Code Administrators International

BOMA – Building Owners and Managers Association

BSC – California Building Standards Commission

Btu – British thermal unit

C3 – Comprehensive Consensus Code

CACP – Canadian Advisory Council on Plumbing

CBECS – Commercial Building Energy Consumption Survey

CCBFC – Canadian Commission on Building and Fire Codes

CDA – Copper Development Association

CDPH – California Department of Public Health

CEC – California Energy Commission

CEE – Consortium for Energy Efficiency

CEIR – Comite European de L'Industrie de La Robinetterie European Valve Association)

cfm – Cubic feet per minute

CFR – Code of Federal Regulations

CIE – Commission Internationale de L'Eclairage (International Commission on Illumination)

CIPH – Canadian Institute of Plumbing and Heating

CISPI – Cast Iron Soil Pipe Institute  
CLCA – California Landscape Contractors Association  
CSA – Formerly Canadian Standards Association  
CSI – Construction Specifications Institute  
CUWCC – California Urban Water Conservation Council  
DOD – Department of Defense  
DOE – Department of Energy  
DOJ – Department of Justice  
DOT – Department of Transportation  
EHS – Environmental Health and Safety  
EISA – Energy Independence and Security Act  
EMS – Energy Management System  
EPA – Environmental Protection Agency  
EPAc – Energy Policy Act of 1992  
EPD – Environmental Product Declaration  
EPR – Extended Producer Responsibility  
FHA – Fair Housing Act  
FHAG – Fair Housing Accessibility Guidelines  
FTC – Federal Trade Commission  
GAMA – Gas Appliance Manufacturers Association  
GBI – Green Building Initiative  
gpf – Gallons per flush  
gpm – Gallons per minute  
GPMCS – Green Plumbing and Mechanical Code Supplement  
GSA – General Services Administration  
GWP – Global warming potential  
GWW – Global Water Works  
HCD – California Department of Housing and

Community Development  
HI – Hydraulic Institute  
HET – High Efficiency Toilet  
HEU – High Efficiency Urinal  
HPD – Health Product Declaration  
HUD – Housing and Urban Development  
HVAC – Heating, ventilation, and air-conditioning  
HVAC&R – Heating, ventilation, air-conditioning, and refrigeration  
IA – Irrigation Association  
IAEI – International Association of Electrical Inspectors  
IAHRE – International Association for Hydro-Environment Engineering and Research  
IAPMO – International Association of Plumbing and Mechanical Officials  
IAPMO ES – IAPMO Evaluation Service  
IAPMO R&T – IAPMO Research and Testing  
IAPMO T&S – IAPMO Testing and Services  
IAS – International Accreditation Service  
IAQ – Indoor air quality  
IBC – International Building Code  
ICBO – International Conference of Building Officials  
ICC – International Code Council  
ICC ES – International Code Council Evaluation Service  
IgCC – International Green Construction Code  
IDPH – Illinois Department of Public Health  
IEC – International Electrotechnical Commission  
IGC – Interim Guide Criteria by IAPMO  
IOU – Investor Owned Utilities  
I-P – Inch-pound

IPC – International Plumbing Code

IRC – International Residential Code

IRIS – Integrated Risk Information System

IS – Installation Standards by IAPMO

ISO – International Organization of Standardization

IWA – International Water Association

KCMA – Kitchen Cabinet Manufacturers Association

kWh - Kilowatt-hour

L - Liter

LADBS - Los Angeles Department of Building Services

LCA - Life Cycle Assessment

LCCA – Lead Contamination Control Act

LCI – Life Cycle Inventory

LCR – Lead and Copper Rule

LEED – Leadership in Energy and Environmental Design

MaP – Maximum Performance Testing

MAPMO – Minnesota Association of Plumbing and Mechanical Officials

MCAA – Mechanical Contractors Association of America

MCAC – Mechanical Contractors Association of Canada

MSS – Manufacturers Standardization Society of the Valve and Fittings Industry, Inc.

NAA – National Apartment Association

NAECA – National Appliance Energy Conservation Act

NAHB – National Association of Home Builders

NAM – National Association of Manufacturers

NCHI – National Council of the Housing Industry

(Division of NAHB)

NCSBCS – National Conference of States on Building Codes and Standards

NES – National Evaluation Service

NFPA – National Fire Protection Association

NIBS – National Institute of Building Sciences

NIST – National Institute of Standards and Technology

NKBA – National Kitchen and Bath Association

NMHC – National Multi Housing Council

NMHCSS – National Manufactured Housing Construction and Safety Standards

NOI – Notice of Intent

NPC – National Plumbing Code

NPCC – National Plumbing Code of Canada

NPGA – National Propane Gas Association

NRC – National Research Council Canada

NRDC – Natural Resources Defense Council

NSF International – Formerly National Sanitation Foundation

NSC – National Safety Council

NSPC – National Standard Plumbing Code

NTTA – National Technology Transfer and Advancement Act

OMB – Office of Management and Budget

OSHA – Occupational Safety and Health Administration

PBV – Pressure balancing valve

PCR – Product Category Rules

PDI – Plumbing Drainage Institute

PEL – Permissible exposure limits

PERC – Plumbing Efficiency Research Coalition

PEX – Cross-linked Polyethylene

PHCC – Plumbing-Heating-Cooling Contractors-National Association

PIAC – Plumbing Industry Advisory Council

PILC – Plumbing Industry Leadership Coalition

PMI – Plumbing Manufacturers International

PPIG – Plumbing Products International Group

PPFA – Plastic Pipe and Fittings Association

ppb – Parts per billion

ppm – Parts per million

PRO – Producer Responsibility Organization

PS – Property Standards by IAPMO

RBQ – Régie du bâtiment du Québec (Building Code Board)

RPA – Radiant Panel Association

rpm – Revolutions per minute

RSES – Refrigeration Service Engineers Society

SBCCI – Southern Building Code Congress International

SCAQMD – South Coast Air Quality Management District

SCBPS – Standing Committee on Building and Plumbing Services

SCC – Standards Council of Canada

SDO – Standards Development Organization

SDWA – Safe Drinking Water Act

SME – Subject matter expert

SPC – Standard Plumbing Code

TCEQ – Texas Commission on Environmental Quality (formerly TNRCC)

TIL – Technical Information Letter (CSA)

TXV – Thermal Expansion Valve

UA – Union Association of Plumbers and Pipefitters

UCA – Universal Conformity Assessment

UFC – Uniform Fire Code

UL – Underwriters Laboratories

UMC – Uniform Mechanical Code

UPC – Uniform Plumbing Code

USC – United States Code

USDA – United States Department of Agriculture

USDOE – United States Department of Energy

USEPA – United States Environmental Protection Agency

USFEMA – United States Federal Emergency Management Agency

USGBC – U.S. Green Building Council

USGSA – United States General Services Administration

UUT – Unit under test

VDMA – German Valve Association

VOC – Volatile organic compound

VoW – Value of Water Coalition

WE-Stand – IAPMO's Water Efficiency and Sanitation Standard

WEF – Water Environment Foundation

WERF – Water Environment Research Foundation

WFCA – Western Fire Chiefs Association

WPC – World Plumbing Council

WQA – Water Quality Association

WRAS – Water Regulations Advisory Scheme



## AGENDA | 1.0 KEYNOTE ADDRESS: JUSTIN WREN

**DATE:** TUESDAY, NOVEMBER 5, 2024

**TIME:** 9:00 AM – 10:15 AM

**PLACE:** INTERCONTINENTAL BUCKHEAD, ATLANTA, GA

**ROOM:** VENETIAN BALLROOMS II - V

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Time			
9:00 AM	1.1	<b>Call to Order and Opening Remarks/Antitrust Compliance Statement</b>	Way
		Meeting attendees are reminded of the PMI Antitrust Compliance Policy. Adherence to the PMI Antitrust Compliance Policy is mandatory. Review of the PMI Antitrust Compliance Policy can be found online <a href="#">here</a> .	
	1.2	<b>Introduction</b>	Way
	1.3	<b>Keynote Address: Purpose. Performance. Impact.</b>	Wren
		<b>Justin Wren</b> , founder of Fight for the Forgotten	
10:00 AM	1.4	<b>Questions and Answers</b>	Wren
10:15 AM	1.5	<b>Summary and Close</b>	Way

## AGENDA | 2.0 MAHESH LUNANI

**DATE:** TUESDAY, NOVEMBER 5, 2024

**TIME:** 10:40 AM – 11:20 AM

**PLACE:** INTERCONTINENTAL BUCKHEAD, ATLANTA, GA

**ROOM:** VENETIAN BALLROOMS II - V

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### Time

10:40 AM	2.1	Introduction	Lampen
	2.2	Exploring Major Trends in Smart Water Management: The Role of AI and Opportunities in the Municipal Water Sector and Its Implication for the Plumbing Industry <b>Mahesh Lunani</b> , founder and CEO, Aquasight	Lunani
11:05 AM	2.3	Questions and Answers	Lunani
11:20 AM	2.4	Summary and Close	Lunani

## AGENDA | 3.0 JONAH SCHEIN

**DATE:** TUESDAY, NOVEMBER 5, 2024  
**PLACE:** INTERCONTINENTAL BUCKHEAD, ATLANTA, GA

**TIME:** 11:20 AM – 12:00 PM  
**ROOM:** VENETIAN BALLROOMS II - V

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Time			
11:20 AM	3.1	Introduction	Olinger
	3.2	What's New with WaterSense <b>Jonah Schein</b> , national program manager for homes and buildings, U.S. Environmental Protection Agency's WaterSense® Program	Schein
11:45 AM	3.3	Questions and Answers	Schein
12:00 PM	3.4	Summary and Close	Schein

## AGENDA | 4.0 CALLY EDGREN

**DATE:** TUESDAY, NOVEMBER 5, 2024

**TIME:** 1:15 PM – 1:45 PM

**PLACE:** INTERCONTINENTAL BUCKHEAD, ATLANTA, GA

**ROOM:** VENETIAN BALLROOMS II - V

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Time			
1:15 PM	4.1	Introduction	Riddle
	4.2	New PFAS Regulatory Update for Manufacturers <b>Cally Edgren</b> , vice president, regulatory and sustainability, Assent	Edgren
1:30 PM	4.3	Questions and Answers	Edgren
1:45 PM	4.4	Summary and Close	Edgren

## AGENDA | 5.0 PFAS DESTRUCTION TECHNOLOGIES PANEL

**DATE:** TUESDAY, NOVEMBER 5, 2024

**TIME:** 1:45 PM – 2:45 PM

**PLACE:** INTERCONTINENTAL BUCKHEAD, ATLANTA, GA

**ROOM:** VENETIAN BALLROOMS II - V

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### Time

1:45 PM	5.1	Introduction	Edgren
	5.2	<b>PFAS Destruction Technologies Panel</b> Moderated By: <b>Cally Edgren</b> , vice president, regulatory and sustainability, Assent <ul style="list-style-type: none"><li>• <b>David Dunlap</b>, vice president of government relations, CleanEarth/Enviri</li><li>• <b>Sarahann Rackl</b>, partner, Exponent</li><li>• <b>Lingke Zeng</b>, project director, Civil and Environmental Consultants</li></ul>	
2:30 PM	5.3	Questions and Answers	All
2:45 PM	5.4	Summary and Close	Edgren

## AGENDA | 6.0 BRIAN FINCH

**DATE:** TUESDAY, NOVEMBER 5, 2024  
**PLACE:** INTERCONTINENTAL BUCKHEAD, ATLANTA, GA

**TIME:** 2:45 PM – 3:25 PM  
**ROOM:** VENETIAN BALLROOMS II - V

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### Time

2:45 PM	6.1	Introduction	Dougherty
	6.2	The Latest on FCC's Consumer IoT Cybersecurity Labeling Program <b>Brian Finch</b> , partner, Pillsbury Winthrop Shaw Pittman LLP	Finch
3:10 PM	6.3	Questions and Answers	Finch
3:25 PM	6.4	Summary and Close	Finch

## AGENDA | 7.0 KYLE AZEVEDO

**DATE:** TUESDAY, NOVEMBER 5, 2024

**TIME:** 3:40 PM – 4:20 PM

**PLACE:** INTERCONTINENTAL BUCKHEAD, ATLANTA, GA

**ROOM:** VENETIAN BALLROOMS II - V

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### Time

3:40 PM	7.1	Introduction	Benavidez
	7.2	Reinventing the Toilet: A Global Collaboration Turning an Infrastructure into an Appliance <b>Kyle Azevedo</b> , branch head, mechanical applications, Georgia Tech Research Institute	Azevedo
4:05 PM	7.3	Questions and Answers	Azevedo
4:20 PM	7.4	Summary and Close	Azevedo



**AGENDA | 8.0 MATHEW LIPPINCOTT**

**DATE:** TUESDAY, NOVEMBER 5, 2024  
**PLACE:** INTERCONTINENTAL BUCKHEAD, ATLANTA, GA

**TIME:** 4:20 PM – 5:00 PM  
**ROOM:** VENETIAN BALLROOMS II - V

**Time**

<b>4:20 PM</b>	<b>8.1</b>	<b>Introduction</b>	<b>Lagan</b>
	<b>8.2</b>	<b>Urine Diversion: The Next Flush Challenge</b> <b>Mathew Lippincott</b> , regulatory consultant, University of Michigan	<b>Lippincott</b>
<b>4:45 PM</b>	<b>8.3</b>	<b>Questions and Answers</b>	<b>Lippincott</b>
<b>5:00 PM</b>	<b>8.4</b>	<b>Summary and Close</b>	<b>Lippincott</b>

## AGENDA | 1.0 ADVOCACY AND GOVERNMENT AFFAIRS UPDATE

**DATE:** WEDNESDAY, NOVEMBER 6, 2024      **TIME:** 9:00 AM – 9:45 AM  
**PLACE:** INTERCONTINENTAL BUCKHEAD, ATLANTA, GA      **ROOM:** VENETIAN BALLROOMS II - V

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### Time

9:00 AM	1.1	<b>Call to Order and Opening Remarks/Antitrust Compliance Statement</b>	Way
		Meeting attendees are reminded of the PMI Antitrust Compliance Policy. Adherence to the PMI Antitrust Compliance Policy is mandatory. Review of the PMI Antitrust Compliance Policy can be found online <a href="#">here</a> .	
	1.2	<b>Introduction</b>	Way
	1.3	<b>Advocacy and Government Affairs Update</b>	
		Moderated By: <b>Troy Benavidez</b> , leader, international government relations, LIXIL	
		• <b>Jerry Desmond</b> , PMI government affairs consultant (California), Desmond & Desmond LLC	
		• <b>Stephanie Salmon</b> , PMI government affairs consultant (Washington D.C.), Potomac Government Relations LLC	
9:30 AM	1.4	<b>Questions and Answers</b>	All
9:45 AM	1.5	<b>Summary and Close</b>	Troy

## AGENDA | 2.0 KATHERINE ZITSCH

**DATE:** WEDNESDAY, NOVEMBER 6, 2024

**TIME:** 9:45 AM – 10:30 AM

**PLACE:** INTERCONTINENTAL BUCKHEAD, ATLANTA, GA

**ROOM:** VENETIAN BALLROOMS II - V

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### Time

9:45 AM	2.1	Introduction	Wise
	2.2	<b>Why It's a Great Time to be Working in Water: Embracing Challenges and Seizing Opportunities</b> <b>Katherine Zitsch</b> , water policy expert, Georgia Water Planning & Policy Center	Zitsch
10:15 AM	2.3	Questions and Answers	Zitsch
10:30 AM	2.4	Summary and Close	Zitsch

## AGENDA | 3.0 PETER MAYER

**DATE:** WEDNESDAY, NOVEMBER 6, 2024  
**PLACE:** INTERCONTINENTAL BUCKHEAD, ATLANTA, GA

**TIME:** 10:45 AM – 11:20 AM  
**ROOM:** VENETIAN BALLROOMS II - V

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Time			
10:45 AM	3.1	Introduction	Neff
	3.2	National Residential Water Use Research and Trends <b>Peter Mayer</b> , principal engineer, Water DM and Flume Data Labs	Mayer
11:05 AM	3.3	Questions and Answers	Mayer
11:20 AM	3.4	Summary and Close	Mayer

## AGENDA | 4.0 DOUGLAS HENDERSON

**DATE:** WEDNESDAY, NOVEMBER 6, 2024  
**PLACE:** INTERCONTINENTAL BUCKHEAD, ATLANTA, GA

**TIME:** 11:20 AM – 12:00 PM  
**ROOM:** VENETIAN BALLROOMS II - V

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Time			
11:20 AM	4.1	Introduction	Gattone
	4.2	The “New” World of Environmental Law: Chemical Exposures to Greenwashing <b>Dr. Douglas Henderson</b> , partner, King & Spalding (Atlanta Office)	Henderson
11:45 AM	4.3	Questions and Answers	Henderson
12:00 PM	4.4	Summary and Close	Henderson

## AGENDA | 5.0 SHAN ARORA, JOSHUA GASSMAN AND MIKE SNIDER

**DATE:** WEDNESDAY, NOVEMBER 6, 2024

**TIME:** 1:15 PM – 2:15 PM

**PLACE:** INTERCONTINENTAL BUCKHEAD, ATLANTA, GA

**ROOM:** VENETIAN BALLROOMS II - V

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Time			
1:15 PM	5.1	Introduction	Wang
	5.2	The Future is Net-Zero Water <ul style="list-style-type: none"><li>• <b>Shan Arora</b>, director, the Kendeda Building for Innovative Sustainable Design</li><li>• <b>Joshua Gassman</b>, principal, sustainable design director, Lord Aeck Sargent</li><li>• <b>Mike Snider</b>, field foreman, Batchelor &amp; Kimball</li></ul>	
2:00 PM	5.3	Questions and Answers	All
2:15 PM	5.4	Summary and Close	All

## AGENDA | 6.0 LAUREN SAIDEL-BAKER

**DATE:** WEDNESDAY, NOVEMBER 6, 2024  
**PLACE:** INTERCONTINENTAL BUCKHEAD, ATLANTA, GA

**TIME:** 2:15 PM – 3:15 PM  
**ROOM:** VENETIAN BALLROOMS II - V

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Time			
2:15 PM	6.1	Introduction	Reffner
	6.2	PMI Market Outlook LIVE: Staying Ahead of the Curve in 2025-2026 <b>Lauren Saidel-Baker</b> , economist and senior consulting speaker, ITR Economics	Saidel-Baker
3:00 PM	6.3	Questions and Answers	Saidel-Baker
3:15 PM	6.4	Summary and Close	Saidel-Baker



## AGENDA | 7.0 70<sup>TH</sup> ANNUAL MEETING OF THE MEMBERSHIP

**DATE:** WEDNESDAY, NOVEMBER 6, 2024

**TIME:** 3:35 PM – 5:00 PM

**PLACE:** INTERCONTINENTAL BUCKHEAD, ATLANTA, GA

**ROOM:** VENETIAN BALLROOMS II - V

Time		
3:35 PM	<b>7.1 Call to Order/Antitrust Compliance Statement</b>  Meeting attendees are reminded of the PMI Antitrust Compliance Policy. Adherence to the PMI Antitrust Compliance Policy is mandatory. Review of the PMI Antitrust Compliance Policy can be found online <a href="#">here</a> .	<b>Stackpole/ Taylor</b>
3:40 PM	<b>7.2 Opening Remarks</b> 7.2.1 Remarks from the Canadian Institute of Plumbing and Heating (CIPH) 7.2.2 Remarks from the Bathroom Manufacturers Association (BMA)	<b>Way Chera/Kelly Reynolds</b>
3:55 PM	<b>7.3 Report of the Secretary-Treasurer</b>  7.3.1 Review and approval of the October 25, 2023, 69 <sup>th</sup> Annual Meeting of the Membership Minutes  (See Attachment)  7.3.2 Treasurer’s Report – FY 2024  7.3.3 Financial Report  7.3.4 Review and approval of PMI’s 2025 Dues Structure	<b>Neff</b>
4:10 PM	<b>7.4 President’s Report</b>  7.4.1 Members of the Strategic Advisory Council  7.4.2 Recognition of the 2024 Committee Co-Chairs  7.4.3 Recognition of PMI New Members  7.4.4 The President’s Award  7.4.5 2024 President’s Report	<b>Way</b>
4:25 PM	<b>7.5 State of the Association Report</b>  7.5.1 Association Update 2024  7.5.2 2024 Ambassador of the Year Award	<b>Stackpole</b>
4:40 PM	<b>7.6 Election of 2025 Slate of Officers and Directors – At- Large</b>  7.6.1 Presentation of the 2024 Slate of Officers and Directors-At-Large	<b>Gattone</b>



**November 6, 2024**  
**3:35 pm ET**  
**Wise**

**4:50 PM 7.7 Remarks of the 2025 President-Elect**

7.7.1 Remarks of the 2025 President-Elect

7.7.2 Announcement of PMI25

**5:00 PM 7.8 Summary and Adjournment**

**Way**

## AGENDA | 1.0 MIKE JOHNSON

**DATE:** THURSDAY, NOVEMBER 7, 2024      **TIME:** 9:00 AM – 9:40 AM  
**PLACE:** INTERCONTINENTAL BUCKHEAD, ATLANTA, GA      **ROOM:** VENETIAN BALLROOMS II - V

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### Time

- |                |            |  |                |
|----------------|------------|--|----------------|
| <b>9:00 AM</b> | <b>1.1</b> | <b>Call to Order and Opening Remarks/Antitrust Compliance Statement</b>  | <b>Way</b>     |
|                |            | Meeting attendees are reminded of the PMI Antitrust Compliance Policy. Adherence to the PMI Antitrust Compliance Policy is mandatory. Review of the PMI Antitrust Compliance Policy can be found online <a href="#">here</a> . |                |
|                | <b>1.2</b> | <b>Introduction</b>  | <b>Way</b>     |
|                | <b>1.3</b> | <b>Manufacturing Good: Redefining “Quality” within the Living Product Challenge</b>  | <b>Johnson</b> |
|                |            | <b>Mike Johnson</b> , senior director of materials, International Living Future Institute  |                |
| <b>9:25 AM</b> | <b>1.4</b> | <b>Questions and Answers</b>   | <b>Johnson</b> |
| <b>9:40 AM</b> | <b>1.5</b> | <b>Summary and Close</b>   | <b>Johnson</b> |

## AGENDA | 2.0 MATT FLETCHER

**DATE:** THURSDAY, NOVEMBER 7, 2024  
**PLACE:** INTERCONTINENTAL BUCKHEAD, ATLANTA, GA

**TIME:** 9:40 AM – 10:40 AM  
**ROOM:** VENETIAN BALLROOMS II - V

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Time			
9:40 AM	2.1	Introduction	Lagan
	2.2	Recycling and Circularity: Excelling as a Leader in Sustainability <b>Matt Fletcher</b> , market development recycling specialist, Michigan Department of Environment, Great Lakes, and Energy	Fletcher
10:25 AM	2.3	Questions and Answers	Fletcher
10:40 AM	2.4	Summary and Close	Fletcher

## AGENDA | 3.0 ROBERT BOWCOCK

**DATE:** THURSDAY, NOVEMBER 7, 2024  
**PLACE:** INTERCONTINENTAL BUCKHEAD, ATLANTA, GA

**TIME:** 10:40 AM – 11:20 AM  
**ROOM:** VENETIAN BALLROOMS II - V

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Time			
10:40 AM	3.1	Introduction	Wang
	3.2	Emerging Water Contaminants Impact on Premise Plumbing Systems <b>Robert Bowcock</b> , water resources manager, Integrated Resource Management	Bowcock
11:05 AM	3.3	Questions and Answers	Bowcock
11:20 AM	3.4	Summary and Close	Bowcock

## SPEAKER INFORMATION

**Shan Arora**

Director

Kendeda Building for Innovative Sustainable Design

Georgia State Institute of Technology

Phone: 404-277-9391

[Shan.arora@gatech.edu](mailto:Shan.arora@gatech.edu)

Shan Arora is the director of the Kendeda Building for Innovative Sustainable Design at Georgia Institute of Technology and is recognized globally as an advocate for the design, construction and operation of regenerative buildings that produce net-positive environmental impacts. The Kendeda Building is the region's first regenerative living building.

Shan engages people across cultures, ages and vocations to amplify the message that in a resource-depleted world, we must give back to nature more than we take. To advance this mission, Shan relies on his experience in clean energy policy, sustainability, community engagement, business development, and tax policy.

Shan has received Living Future Accreditation from the International Living Future Institute, which recognizes proficiency in the most ambitious, advanced and holistic sustainable design standards available. He earned bachelor of arts and Juris Doctor degrees from Emory University.

## SPEAKER INFORMATION

### **Kyle Azevedo**

Branch Head, Mechanical Applications Branch  
Georgia Tech Research Institute  
Phone: 404-407-7536

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Kyle Azevedo is a senior research engineer in the Aerospace, Transportation and Advanced Systems Laboratory at Georgia Tech Research Institute (GTRI), where he leads the mechanical applications branch. For the last 15 years, Kyle has directed product development initiatives in multiple industries, including transportation, consumer electronics, sustainable technology, and defense systems.

At GTRI, he has combined professional interests in advanced and additive manufacturing and a passion for engineered systems that improve the human condition. His work has been recognized via technical awards, patents, and peer-reviewed publications. Before joining GTRI, Kyle was co-founder and Chief Executive Officer of viaCycle, Inc., an Atlanta-based startup selected as a Top 40 Innovative Company by the Technology Association of Georgia.

Kyle has a master's degree in mechanical engineering from Georgia Tech and a bachelor's degree in mechanical engineering from Johns Hopkins University. He previously served as head of Hands on Atlanta's young professionals' board and guided local STEM outreach and mentorship on behalf of GTRI. He also can be found attempting to run through the streets and trails of Atlanta, with success directly dependent on humidity level.



## SPEAKER INFORMATION

### **Troy Benavidez**

Leader, International Government Relations

LIXIL

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Troy Benavidez is the leader of strategic partnerships, government relations, and policy at LIXIL. As a LIXIL Public Partners team member, he works to cohesively represent and protect the company's interests in global public policy matters to support near and long-term objectives. The team also seeks new opportunities to partner with governments to solve some of the most challenging water and wastewater issues worldwide.

Troy has extensive experience in federal, state and international government relations, policy and public affairs strategy development. He served in various corporate and global public affairs roles for the pharmaceutical industry before joining LIXIL. Previously, he held a variety of positions within state and federal government with staff roles in New Mexico and Massachusetts state governments, the U.S. House of Representatives, and the U.S. Senate.

Troy has an MBA from Drexel University and a Bachelor of Science in political science and economics from Colorado College.

## SPEAKER INFORMATION

### **Robert Bowcock**

Water Resources Manager  
Integrated Resource Management  
Phone: 909-621-1266  
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Bob Bowcock is water resources manager for Integrated Resource Management, a company he founded in 1997 after serving as a water utility manager for several years in Azusa and Huntington Park, California.

He routinely provides expert witness testimony to both state and federal courts, conducts research, and writes reports for law firms covering water resource management. Bob has testified before the U.S. Congress and many state legislatures concerning water resource management matters.

His more than 30 years of water resource management experience includes working for the Metropolitan Water District of Southern California. As a U.S. Army civil affairs team leader, Bob designed and constructed water treatment and distribution systems for various federal government branches in Southeast Asia and South America. He also is a founder and strategic advisor to AEREM Group Ltd., Aqua Capital Management LP, AquaTecture, LLC, and TrueElements, Inc.

Bob currently serves as Superior Court appointed watermaster to which he has been reappointed for over 30 years. He is a licensed California Grade V Water Treatment Operator and maintains various other water industry licenses and certifications.

Bob serves on the board of directors of several mutual water companies as well as the board of directors or project committees for a dozen professional organizations including the American Water Works Association, Association of Clean Water Administrators, International Association of Plumbing and Mechanical Officials, American Society of Plumbing Engineers, Alliance to Prevent Legionnaires' Disease, and American Society of Heating, Refrigerating and Air-Conditioning Engineers.

## SPEAKER INFORMATION

### **Jerry Desmond**

Plumbing Manufacturers International (PMI) Government Relations Consultant  
California Office

Desmond & Desmond LLC

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Jerry Desmond, a legislative advocate and lawyer, has served as PMI's California government relations consultant since 2006. He engages with the state government's legislative and executive branches, advocating PMI's positions and interests on legislation and regulations.

His firm, Desmond & Desmond LLC, represents the interests of trade associations, businesses and public entities throughout California. Jerry's in-depth knowledge of clients' interests, legal and advocacy skills concerning laws and legislation about his clients' issues, strategic advice, and professional manner have earned him the respect and relationships that bring success in the Capitol.

Jerry provides comprehensive governmental advocacy services, including analyzing legislation and regulations and developing legislative and public policy solutions to best serve clients' interests. He represents his clients in hearings and meetings with the governor's office, the legislature and their staff, state agencies, boards, commissions, and legislative bodies.

In addition to lobbying, Jerry has significant expertise in political and nonprofit law. He has addressed numerous professional associations and public entities on California politics, laws and legislation.

Jerry joined the firm in 1982 upon earning his law degree from the University of the Pacific, McGeorge School of Law. He became a legislative advocate in 1985. He is a member of the State Bar of California and the Institute of Governmental Advocates.

## SPEAKER INFORMATION

### **David Dunlap**

Vice President of Government Relations  
Enviri Corporation/ CleanEarth  
Phone: 202-302-7468  
[ddunlap@enviri.com](mailto:ddunlap@enviri.com)

David Dunlap is vice president of government relations for Enviri Corporation. He applies his engineering, science and policy expertise to serve as an advocate for Enviri business interests around the world, collaborating with relevant stakeholders, including government officials and policymakers, key customers, industry associations, and civic organizations.

David has provided strategic regulatory, legislative and scientific counsel to both large and small companies in the private sector, as well as federal, state and local governments, and industry trade associations. He has helped companies anticipate and mitigate risk while identifying and acting on potential strategic opportunities.

David joined Enviri from the United States Environmental Protection Agency (EPA), where he served as the deputy assistant administrator for the Office of Research and Development. Reporting directly to the EPA administrator, David served on the agency's senior leadership team and provided strategic policy and scientific counsel on issues impacting energy, climate, water, site cleanup, sustainability, and chemicals in commerce.

His notable EPA accomplishments include complete reorganization of the Office of Research and Development (ORD), a new ORD strategic plan, and critical leadership on issues such as PFAS, advancements in chemical toxicity risk assessments, COVID-19 response, PM 2.5 and ozone, elimination of animal testing, peer review processes, and sustainable agriculture. His federal service gives David unique and critical insights into the government, its potential positions, and actions.

Before working at the EPA, David worked for Koch Industries, multiple trade associations, and as a consultant. He earned a bachelor's degree in chemical engineering from Virginia Tech and has experience in a variety of industries including oil and gas, petrochemical, chlor-alkali, fertilizer, pulp and paper, and environmental services.

## SPEAKER INFORMATION

### **Cally Edgren**

Vice President, Regulatory and Sustainability  
Assent

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Cally Edgren is vice president of regulatory and sustainability at Assent and has vast work experience spanning several companies and roles. Cally is responsible for the strategic leadership of a global team of regulatory and sustainability experts and is a recognized expert in PFAS-related risks impacting complex manufacturers.

Cally has held senior managerial positions at Kohler Co., where they provided leadership and strategy for comprehensive product compliance across the enterprise. Cally was recognized as a subject matter expert on material compliance regulations and global market access certifications.

Before joining Kohler, Cally worked at Rockwell Automation in various roles, including global manager of product certification and compliance and program manager of product environmental compliance. Cally's responsibilities included leading teams, creating comprehensive compliance processes, and driving compliance initiatives. Cally also has experience in manufacturing, safety, ergonomics, and leadership development. Overall, Cally possesses a wealth of expertise in product compliance and regulatory affairs, making them a valued professional in their field.

Cally earned bachelor of science and master of science degrees in industrial engineering from the University of Wisconsin-Madison. They also earned certification as an emotionally intelligent leader from Case Western Reserve University - Weatherhead School of Management in July 2019. Cally earned a Lean Six Sigma green belt certification from Rockwell Automation in March 2009 and became a certified professional ergonomist in October 2001.

## SPEAKER INFORMATION

**Brian Finch**

Partner

Pillsbury Winthrop Shaw Pittman LLP

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Brian Finch is a partner in the Washington, D.C., office of Pillsbury Winthrop Shaw Pittman LLP. He co-chairs the firm's cybersecurity and homeland security practices, focusing on providing clients with initiative-taking liability mitigation advice. His clients include the American Water Works Association and several critical infrastructure companies, defense and cybersecurity contractors, and many professional sports teams.

Brian is a leading authority on the SAFETY Act, a federal statute that can provide liability protection to companies following a terrorist or cyber-attack.

He regularly speaks and writes on security issues, including for the Wall Street Journal, Politico, The Hill, and other publications. Brian is the author of a book on the cybersecurity obligations of lawyers.

## SPEAKER INFORMATION

**Matt Flechter**

Recycling Market Development Specialist  
Michigan Department of Environment, Great Lakes, and Energy (EGLE)  
Phone: 517-614-7353  
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Matt Flechter is a recycling market development specialist at the Michigan Department of Environment, Great Lakes, and Energy (EGLE). For more than 24 years, he has assisted recycling programs to grow the Michigan supply chain, so the valuable commodities businesses need to create their new products are available – instead of sitting on the curb.

With a strong team at EGLE, Matt has designed and developed the recycling and organics policies, education, infrastructure, and markets programs that make Michigan a leader in recycling. He served as a longtime member of the Michigan Recycling Coalition Board of Directors and is the former chair of the Mid-America Council of Recycling Officials.

Matt is a graduate of Michigan State University's College of Lyman Briggs. He is always surprised by the number of other Peace Corps volunteers in the recycling world.

## SPEAKER INFORMATION

**Joshua Gassman**

Principal and Sustainable Design Director

Lord Aeck Sargent

Phone: 404-253-1421

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Joshua Gassman is principal and sustainable design director at Lord Aeck Sargent, award-winning architectural and design firm in Atlanta, Georgia. He has applied his experience to develop exceptionally high-performing buildings that produce net-positive water, energy, and waste, including The Kendeda Building for Innovative Sustainable Design at Georgia Tech.

His practice is dedicated to the holistic execution of complex, sustainably focused projects. With a broad portfolio of diverse clients, Joshua's career has been centered on technically challenging projects with large, multifaceted consultant teams.

As an avid environmentalist, Joshua has extensive knowledge of the U.S. Green Building Council's Leadership in Energy and Environmental Design System and other sustainability verification systems, such as the International Living Future Institute's Living Building Challenge.



## SPEAKER INFORMATION

**Douglas Henderson, Ph.D.**

Partner

King & Spalding, Atlanta Office

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Doug Henderson, Ph.D. is a partner in trial and global disputes with King & Spalding's Atlanta office, runs a national practice in environmental litigation, toxic torts, and mass tort litigation. Dr. Henderson has tried numerous cases resulting in verdicts that involved personal injury and property devaluation claims for industrial emissions, groundwater contamination, wastewater discharges, stormwater runoff, endangered species, and transactional allocations of environmental liabilities.

As a Ph.D. scientist and attorney, he offers considerable experience in trying and litigating technical cases involving expert testimony on toxicology, chemical exposure, air emissions, and epidemiology. Dr. Henderson has represented many trade associations, including the Edison Electric Institute, National Mining Association, American Farm Bureau Federation, and U.S. Chamber of Commerce.

He also provides counseling on a wide range of matters involving the Clean Water Act, Clean Air Act, Toxic Substances Control Act, Resource Conservation and Recovery Act, Surface Mining Control and Reclamation Act, and the Comprehensive Environmental Response, Compensation, and Liability Act.

Dr. Henderson has been named "Lawyer of the Year" five times in Georgia, most recently as "Environmental Lawyer of the Year - Litigation" in Best Lawyers Georgia 2024. He is listed in the Best Lawyers in America peer-reviewed publication in three categories: environmental litigation, environmental law, and mass torts; Chambers USA Band 1; and in the Legal 500. He also has taught at the University of Michigan and the University of Georgia for more than 15 years.

## SPEAKER INFORMATION

**Scott Hutcheson, Ph.D.**

Senior Lecturer

Purdue University

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Scott Hutcheson, Ph.D., is an educator, writer and speaker who helps leaders tackle the most complex challenges facing their organizations, their communities, and our planet.

He is a professor of technology leadership and innovation and senior lecturer at Purdue University and chief social scientist of Hutcheson Associates. Dr. Hutcheson has worked with more than 4,000 leaders from 147 different countries.

He co-authored the book “Strategic Doing: 10 Skills for Agile Leadership,” published in 2019. Dr. Hutcheson speaks at conferences and other events worldwide, and his [TED Talk](#) on the science of prospecting has been viewed more than 1.3 million times on YouTube.

## SPEAKER INFORMATION

**Mike Johnson**

Senior Director, Materials  
International Living Future Institute  
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Mike Johnson is a net-positive visionary and sustainability professional, whose decades-long career has led him from environmental restoration fieldwork and social entrepreneurship to corporate executive leadership. As senior director of materials at the International Living Future Institute (ILFI), he focuses on creating global-scale market transformation to manufacture goods that will build an equitable, healthy and regenerative future.

Mike's understanding of how commerce is a powerful force in the balance of planet, people and economy has enabled his sustainability initiatives to grow from start-up level to industry-recognized and leading edge in various organizations. He offers real-world context and practical solutions to individuals and organizations seeking to create net-positive benefits.

He is a founding member of the Living Product 50, a frequent presenter in the AD&C and educational communities, a volunteer in sustainability groups, a full-time dog dad, and an advocate for wilderness.

In his personal time, Mike enjoys telemark skiing, mountain biking, hiking, trail running, kite surfing, climbing, and baking organic sourdough bread to share with his loved ones.

## *SPEAKER INFORMATION*

**Mathew Lippincott**

Regulatory Consultant

University of Michigan

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Mathew Lippincott is a regulatory consultant for the University of Michigan currently working with the university's Food, Ecology & Equity: Designing Circular Nutrition Production program. He works on regulatory pathways for urine diversion in Michigan as a part of the NSF Convergence Accelerator.

The NSF Convergence Accelerator builds on NSF's investment in basic research and discovery to accelerate solutions toward societal and economic impact. The program's multidisciplinary teams use convergence research fundamentals and innovation processes to stimulate innovative idea-sharing and develop sustainable solutions.

Mathew is a technical writer who has worked on building mechanical codes and policies for ecological sanitation since 2010. He led the writing of the Recode Model Code, IAPMO/ANSI WE Stand chapter on composting and urine-diverting toilets, and the proposed International Plumbing Code (IPC) appendix on urine diversion, which recently received committee approval for the 2026 IPC.

## SPEAKER INFORMATION

### **Mahesh Lunani**

Founder and Chief Executive Officer

Aquasight

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Mahesh Lunani is the founder and chief executive officer of Aquasight and has been dedicated to revolutionizing the life cycle of water through real-time artificial intelligence (AI) and technology. Aquasight's product suite, comprising ATLAS, AURA, ACE, APOLLO, AMP, and the COVID-19 Early Warning System (CEWS), has been effectively deployed and tested in cities nationwide, earning recognition from state agencies, elected officials, and utility leaders for producing substantial results.

Apart from his role at Aquasight, Mahesh proudly hosts the 21st Century Water podcast, where he facilitates in-depth discussions about water infrastructure issues, leadership insights, the next-generation workforce, and ideas for fostering vibrant communities built on 21st-century water infrastructure.

His entrepreneurial journey began when he decided to leave the corporate world to address major issues in mature industries with innovative, disruptive digital solutions. Previously, he served in various leadership roles for more than 20 years within industry, consulting and venture capital sectors. Notably, he was part of Cognizant Technology Solutions' strategic leadership team, where he played a key role in guiding the company's overall strategy and growth.

Earlier in his career, Mahesh led efforts in IBM's industrial sector, where he drove automotive industry strategy and change practice and incubated emerging horizontal services focused on \$350 million revenue growth. He was a significant contributor to the global automotive leadership team at Roland Berger Strategy Consultants, where he helped launch its North American operations and established the firm as a premier consultant in the North American automotive industry. His career began at Ford Motor Company, where he worked as an engineer.

Passionate about building businesses, Mahesh is known for being both a thinker and a strategic operator who is not afraid to roll up his sleeves. He delivers strong financial expertise with an emphasis on increasing company value. His international experience spans the United Kingdom, Germany, Korea, China, Japan, Mexico, and India, enriching his perspective and approach to leading and transforming organizations.

## SPEAKER INFORMATION

### **Peter Mayer**

Principal and Strategic Partner

Water DM and Flume Data

Phone: 720-318-4232

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Peter Mayer is the principal and strategic partner for WaterDM and Flume Data and is a professional engineer and one of America's foremost urban water experts. For more than 25 years, Peter's work has focused on urban water management, water use research, designing and evaluating water efficiency measures and programs, forecasting future demand, preparing water demand management plans, and conducting water supply scenario analysis.

He was the lead author for the Water Research Foundation "Residential End Uses of Water" studies published in 1999 and 2016 and a key contributor to the companion "Commercial and Institutional End Uses of Water" study. He is the principal investigator for the "Residential End Uses of Water," Version 3, expected to be published in 2026.

Peter founded WaterDM – Water Demand Management – in 2013. The company's clients include the California Department of Water Resources, the New York City Water Board, the City of Tucson, Colorado Water Conservation Board, the Metropolitan Water District of Southern California, the city of Austin, Alliance for Water Efficiency, Flume, and many more. Throughout his career, Peter has worked with more than 100 water providers across the United States, Canada and Australia.

In 2016, Peter testified as an expert witness on municipal and industrial water use at the U.S. Supreme Court (Florida v. Georgia, 142 Original) on behalf of the state of Georgia. In 2019, Special Master Paul Kelly's report found in favor of Georgia and cited Peter's testimony frequently.

Peter is a member of the American Water Works Association (AWWA) Customer Metering and Practices committee, and he chairs the subcommittees that prepared the third (2014) and fourth (2024) editions of AWWA's "M22 Sizing of Water Service Lines and Meters." Peter is a four-time winner of AWWA and ASCE Journal "Best Paper" awards. He was awarded the prestigious Peak Performance Award in 2022 and George Anderson Award in 2021 from the AWWA.

Peter earned his master's degree in water resources engineering from the University of Colorado in Boulder in 1995 and has a bachelor's degree from Oberlin College.

## SPEAKER INFORMATION

**Sarah Parker, Ph.D.**  
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Sarah Parker, Ph.D., is senior managing scientist at Exponent, Inc. Dr. Parker is a chemist who specializes in understanding how composition and formulation affect the performance of complex chemical systems and practical materials.

In recent years, Dr. Parker has helped numerous clients understand the use and occurrence of per- and polyfluoroalkyl substances (PFAS) in products, materials and processes. She also has experience in testing methods to assess products and materials for the presence of PFAS.

## SPEAKER INFORMATION

**Sarahann Rackl, Ph.D.**

Principal  
Exponent

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Sarahann Rackl, Ph.D. and a licensed professional engineer, is a principal engineer in the environmental and health science practice at Exponent. Dr. Rackl has a broad interdisciplinary technical and academic background in engineering, microbiology, chemistry, and ecology.

Since the late 1990s, her research and work experience have focused on evaluating technologies and practices related to water and the environment. Dr. Rackl specializes in the many aspects of the Clean Water Act, California Proposition 65, and other state-specific science and regulatory matters, including per- and polyfluoroalkyl substances (PFAS).

She has deep experience in evaluating water quality from source to tap and optimizing water quality through advanced treatment technologies. Dr. Rackl has assisted many clients in her core academic research areas of disinfection optimization and minimizing disinfection by-products. She has evaluated disinfection and microbial control strategies for opportunistic pathogens, including *Mycobacterium avium* complex and *Legionella*, in drinking water for large facilities such as hotels and hospitals. She also has investigated drinking water quality in water distribution systems and storage facilities to understand potential sources and causes of microbial contamination.

Dr. Rackl has developed numerous Proposition 65 compliance and product stewardship programs for companies with extensive product lines, including common consumer household and office products and specialty industrial products. Dr. Rackl supports companies in developing supply chain strategies and tools that enable their product stewardship and regulatory managers to maintain sustainable product stewardship programs.



## SPEAKER INFORMATION

**DeRetta Rhodes, Ph.D.**

Executive Vice President and Chief Culture Officer

Atlanta Braves

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DeRetta Rhodes, Ph.D., is the executive vice president and chief culture officer of the Atlanta Braves. Dr. Rhodes oversees communications and community affairs for the Braves and the team's spring training facility operations, as well as for The Battery Atlanta shopping mall near Truist Park, where the Braves play.

Before joining the Braves, Dr. Rhodes was the executive vice president/chief human resources officer of the YMCA of Metro Atlanta, vice president of human resources at First Data, vice president of human resources for Turner Broadcasting, and served in leadership positions at Ernst & Young, ADP, HomeGrocer.com and YUM Brand.

She received her undergraduate degree and Ph.D. in adult education from the University of Georgia and her master's in business administration from Clark Atlanta University. Dr. Rhodes is a certified facilitator for the Benchmark 360 assessment by the Center for Creative Leadership, DISC coach and facilitator, qualified facilitator for the Myers-Briggs Type Indicator, and qualified coach for the HOGAN Assessment and HOGAN 360.

Dr. Rhodes completed her Ted Talk (TEDxUGA) in 2018. Her accolades include being named to the following lists: Women of Excellence in 2018, the 100 Women of Influence in 2020, 2021, 2022 and 2023 by the Atlanta Business Chronicle, the Sports Inclusion Conference Top 100 Women in Sports in 2021 and 2023, and the National Diversity & Leadership Top 100 HR Professionals in 2022 and 2023. In addition, she earned a Distinguished Alumni Award in 2020 from the Family and Consumer Science College of the University of Georgia, was recognized with an Oncon Icon Award in the Top 100 Human Resources Professionals category in 2021 and 2022 and was the commencement speaker at Reinhardt University in 2022.

She serves as executive board member of the Atlanta Braves Foundation, board chair of 21st Century Leaders, and trustee member, governing board member and HR & compensation chair of the Woodruff Arts Center.

Dr. Rhodes lives in Atlanta, Georgia, with her husband Leon and has three sons – Cole, Austin and Jordan.

## SPEAKER INFORMATION

**Lauren Saidel-Baker, CFA**

Economist and Senior Consulting Speaker

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Lauren Saidel-Baker is a chartered financial analyst (CFA), speaker and economist at ITR Economics. She provides consulting services for small businesses, trade associations, and Fortune 500 companies across a spectrum of industries.

Since joining ITR Economics, Lauren has brought enthusiasm and in-depth insight into the company's analysis of various industry trends. Her expertise captivates audiences, and her experience in the financial industry supports her extensive knowledge of the applicability of ITR Economics' programs.

Lauren graduated with honors from Wellesley College with a double major in economics and religion. She also has earned her master of business administration from Boston University Questrom School of Business. She has been featured on Reuters' Market Insight, Bloomberg and BNN Bloomberg, and the Financial Sense Newshour podcast, among many other publications.

## SPEAKER INFORMATION

### **Stephanie Salmon**

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Stephanie Salmon is president of Potomac Government Relations, a government affairs and public policy firm on Capitol Hill in Washington, D.C. Serving as PMI's Washington representative, she is responsible for promoting the association's legislative agenda and advocacy efforts before Congress, the administration, and key regulatory agencies on a variety of issues, including environment, water, trade, energy, climate, workforce, tax and appropriations, among others.

With more than 25 years of government relations experience, Stephanie has successfully organized and managed dozens of Capitol Hill Advocacy Days and Washington conferences.

Before launching her business in 2013, Stephanie was vice president of government relations at a public relations and government relations firm in Washington, D.C. At the firm, she managed government affairs efforts for three manufacturing trade associations and worked on several county government matters.

Stephanie is a member of the Association of Women in International Trade, Ripon Society, and Women in Government Relations, and serves on several National Association of Manufacturers' policy committees. She graduated from the American University with a bachelor's degree in international relations, with a concentration in economics and business. A native of Cincinnati, Ohio, she resides in Arlington, Virginia.

## SPEAKER INFORMATION

### **Jonah Schein**

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Jonah Schein is the national program manager for homes and buildings at the United States Environmental Protection Agency's (EPA) WaterSense Program. A self-professed water nerd, Jonah has spent his career focused on water efficiency—starting with desert agriculture and moving on to high-performance buildings for the last two decades.

He has overseen the technical development and implementation of the WaterSense labeled homes program since its inception. Jonah has led numerous efforts to better understand, and influence water use in the field, including the EPA Water Score for multifamily properties and several standards, research reports and papers focused on modelling, quantifying and understanding water use.

## SPEAKER INFORMATION

**Mike Snider**

Field Foreman

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Mike Snider has been an integral team member of Batchelor & Kimball since 2010, currently serving as a field foreman. He has contributed to several high-profile projects, including the Hartsfield-Jackson International Airport international terminal, the University of Georgia Sanford Stadium expansion, and the Kendeda Building at Georgia Tech.

Mike graduated from Washtenaw Community College with an associate degree in industrial technology. He continues to enhance his expertise in plumbing, pipefitting and welding and most recently earned his certified welding inspector certification in 2022.

Mike's passion for the plumbing trade extends beyond fieldwork. Since 2015, he has been an instructor at the Mechanical Trades Institute, specializing in state plumbing code and preparation classes for the state plumbing license test. Mike is also an active member of Atlanta Local 72. He enjoys backyard grilling and smoking and traveling to barbecue competitions.

## SPEAKER INFORMATION

**Justin Wren**

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Bullied as a child, Justin Wren responded by transforming himself into a champion mixed martial arts fighter. Despite his success, he questioned the significance of his athletic accomplishments, asking “Is this it? Is this as good as it gets?” As he fought his way to the top and battled multiple injuries that accompanied the profession, he became addicted to painkillers, battled depression, and attempted suicide.

A chance collection of circumstances led Wren to live among impoverished and marginalized Pygmy people in the rainforest. This transformative experience led to his founding of the non-profit Fight for the Forgotten.

Since 2013, his organization has provided more than 52,000 indigenous people with access to clean drinking water and replanted thousands of trees. Fight for the Forgotten also acquired more than 3,000 acres of land in the name of the Pygmy tribe and helped 1,800 people out of slavery and into freedom. Current projects include housing, education, healthcare and sustainable livelihoods through community empowerment.

Known as “the Big Pygmy” – the name his tribal family in the Congo gave him – Justin wrote the book, “Fight for the Forgotten: How a Mixed Martial Artist Stopped Fighting for Himself and Started Fighting for Others.”

He shares his remarkable story on stages across the country and around the world teaching others the tools, tactics and techniques on navigating adversity, finding purpose, and making a meaningful impact in business and life.

## SPEAKER INFORMATION

**Lingke Zeng**  
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Lingke Zeng is project director at Civil and Environmental Consultants and has over 18 years of experience in complex site remediation and water treatment to address a range of contaminants, including PFAS. As a technical expert, she has evaluated, designed, and implemented remediation and waste treatment at more than 300 commercial and government sites throughout the United States and internationally.

Her main responsibilities include remedial treatability studies, feasibility studies, and remedial treatment design and implementation. She is currently participating in developing innovative technologies and facilitating innovative technology transfer. Lingke also is an effective communicator who can share technical information with audiences of various backgrounds.

She has a bachelor's and a master's degree in biotechnology from Nanjing University and a master's degree in environmental science from Ohio State University.

## SPEAKER INFORMATION

**Katherine Zitsch**

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Katherine Zitsch is a distinguished water policy expert at the Georgia Water Planning and Policy Center, where she plays a pivotal role in shaping the state's water future. With a career spanning over 25 years, Katherine brings a wealth of expertise in strategizing and implementing solutions for Georgia's complex water challenges. Her work extends beyond traditional municipal water management, incorporating considerations for related systems such as energy, agriculture, and forestry to develop holistic, forward-thinking water resource solutions.

Previously, Katherine served as the deputy chief operating officer and senior water policy advisor at the Atlanta Regional Commission. In this role, she led the efforts to defend metropolitan Atlanta's access to water supply in the Alabama-Florida-Georgia water wars. She also served as the director of the Metropolitan North Georgia Water Planning District, the 15-county water planning agency for Metropolitan Atlanta ([www.northgeorgiawater.org](http://www.northgeorgiawater.org)). She was deeply involved in developing and implementing the Metro Water District's water supply, efficiency, and conservation efforts.

Katherine brings extensive knowledge of metropolitan Atlanta's water story, a deep understanding of water issues and opportunities statewide, and keen insights into national water supply trends and opportunities. She is president of the National Water Supply Alliance, serves as a governing board member of Apalachicola Chattahoochee Flint (ACF) Stakeholders, and is a former board member of the Interstate Council on Water Policy.

She earned a bachelor's degree in civil engineering and a master's degree in environmental systems engineering from Clemson University. Katherine is a licensed professional engineer and a board-certified environmental engineer through the American Academy of Environmental Engineers.